



Understanding and Engaging in the Customer Experience

(BMSW5103)

University of Wales Trinity Saint David

Assignment 1

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Organization' s Quality and Customer Relationship Management

Executive Summary

During this pandemic, Customers are mainly shifting towards online loyalty programs, touchless technology and safety protocols. This report has provided in depth knowledge about quality procedures within JD Sports during COVID 19. The results indicate that JD Sports often use different digital technologies such as interactive mirrors, window displays and customer feedback technology to enhance customer experience. The report has also determined several factors that affect quality systems such as safety measures, teamwork and organizational culture. The report has also evaluated different service models to understand customer expectations. At last, It has also provided appropriate suggestions to reshape customer experience in post COVID situation.

Introduction

This report mainly provides brief understanding about customer experience and its importance in business operations. It has mainly applied relevant models and theories to analyze customer experience. The report also demonstrates potential benefits and challenges of maintaining good customer relationships. It also demonstrates that how JD Sports can enhance customer experience in Post COVID World. The report has also demonstrated several factors that affect quality systems during COVID 19.

Company Overview (JD Sports)

JD Sports is the fashion retailer in the UK. The company mainly deals with the footwear of men and women including various brands such as Livestock, Sizzer, Tiso and Millets. On the other hand, JD Sports also offers fitness gear, clothing accessories and face mask to their potential customers. The ultimate goal of JD Sports is to become best sport fashion retailer across the world (JD Sports, 2021). The company has more than 2600 stores in 20 territories including 850 JD stores. In the year 2020, JD Sports has approx. 56685 working employees which delivery good customer services. The company mainly generate the profit revenue of 6.11 billion British pounds in the recent year. JD Sports follows competitive pricing for gaining competitive advantages. The main competitors of JD Sports are Foot Locker, Kanui and Zumeiz.



Source: (JD Sports, 2021)

Quality Process in Workplace

Customer experience is the most important element for sustainable competitive advantage within the workplace. The current global pandemic has brought certain changes in customer buying behaviour such as hyper personalized services, digital platforms and high quality products. Nowadays, Customers mainly use digital platforms to collect large information about customers. During COVID 19, Many companies are losing potential customers due to lack of emotional connection and poor quality standards. Thus, Quality Management is the central foundation of successful customer service. Over the past few years, JD Sports has maintained strong brand position in global marketplace due to its excellent digital experience and diverse product portfolio (BBC, 2021). The company has mainly established its own check out survey to create superior brand value for customers. In fact, JD Sports has mainly started its own two week online survey for 350,000 customers. With this survey, the fashion retailer was able to collect large information about customer background, age and household income.

The company has mainly adopted multichannel approach including 850 stores to create highly differentiated products for customers. JD Sports has mainly started its own mobile point of sale systems to create effortless checkout process for customers. In this way, Customers does not have to stand in long queue for purchasing their products. The company has also established several private labelled brands such as Go Outdoors and Blacks to deliver excellent customer service (JD Sports, 2021). In fact, JD Sports has mainly taken sponsorship of famous athletes named Anthony Joshua to deliver high quality products to customers. The company has also acquired Finish Line brand to create better visual merchandising standards for customers. JD Sports is already making constant investments in mobile apps and on screen video advertisements to set unique brand identity among customers.